12/18/87 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF October

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH 1987	589.2	+162.5	+38.1			
1986	426.7	-39.1	-8.4			
1985	465.8					
CUMULATIVE YTD 1987	4236.3	+541.1	+14.6			
1986	3695.2	-354.3	-8.7			
1985	4049.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH 1987	266.6	+188.4	+240.9			
1986	78.2	-14.0	-15.2			
1985	92.2					
CUMULATIVE YTD 1987	5174.4	+630.7	+13.9			
1986	4543.7	-656.6	-12.6			
1985	5200.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

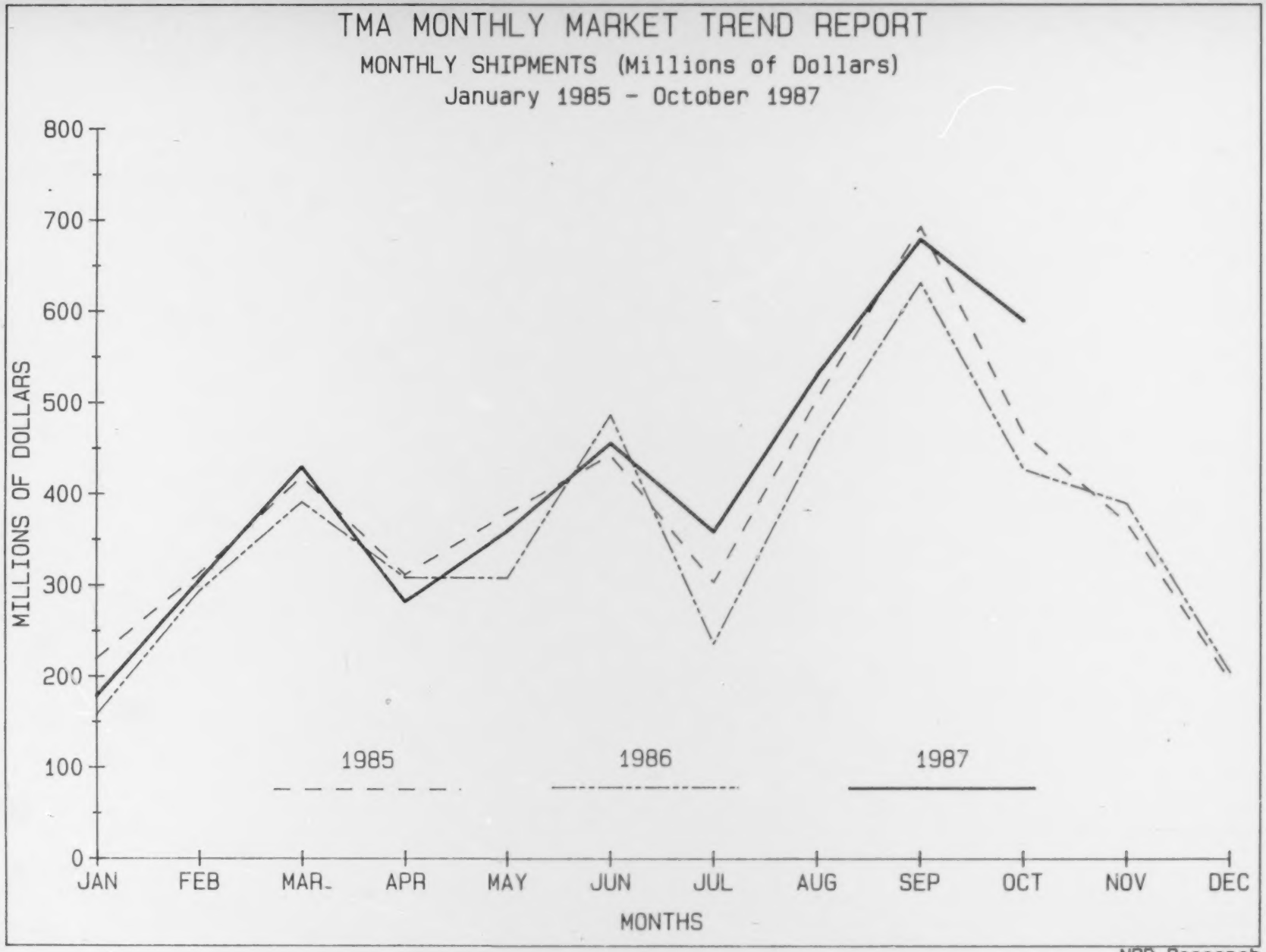
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH OCTOBER 1987 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1987 MONTHLY	178.7	305.2	466.4	282.0	391.0	455.8	358.9	530.3	678.9	589.2			423.6
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	369.5
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	405.0
1987 CUMULATIVE YTD	178.7	483.9	950.2	1232.2	1623.2	2079.0	2438.0	2968.2	3647.1	4236.3			
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED *													
1987 MONTHLY	657.4	831.4	1035.9	554.2	428.6	439.4	322.5	274.0	364.4	266.6			517.4
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	454.4
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	520.0
1987 CUMULATIVE	657.4	1488.8	2524.7	3078.8	3507.4	3946.9	4269.4	4543.3	4907.7	5174.4			
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8			56.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	61.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	66.5
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1250.7	800.7			1617.5
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1575.4
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1778.9

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)



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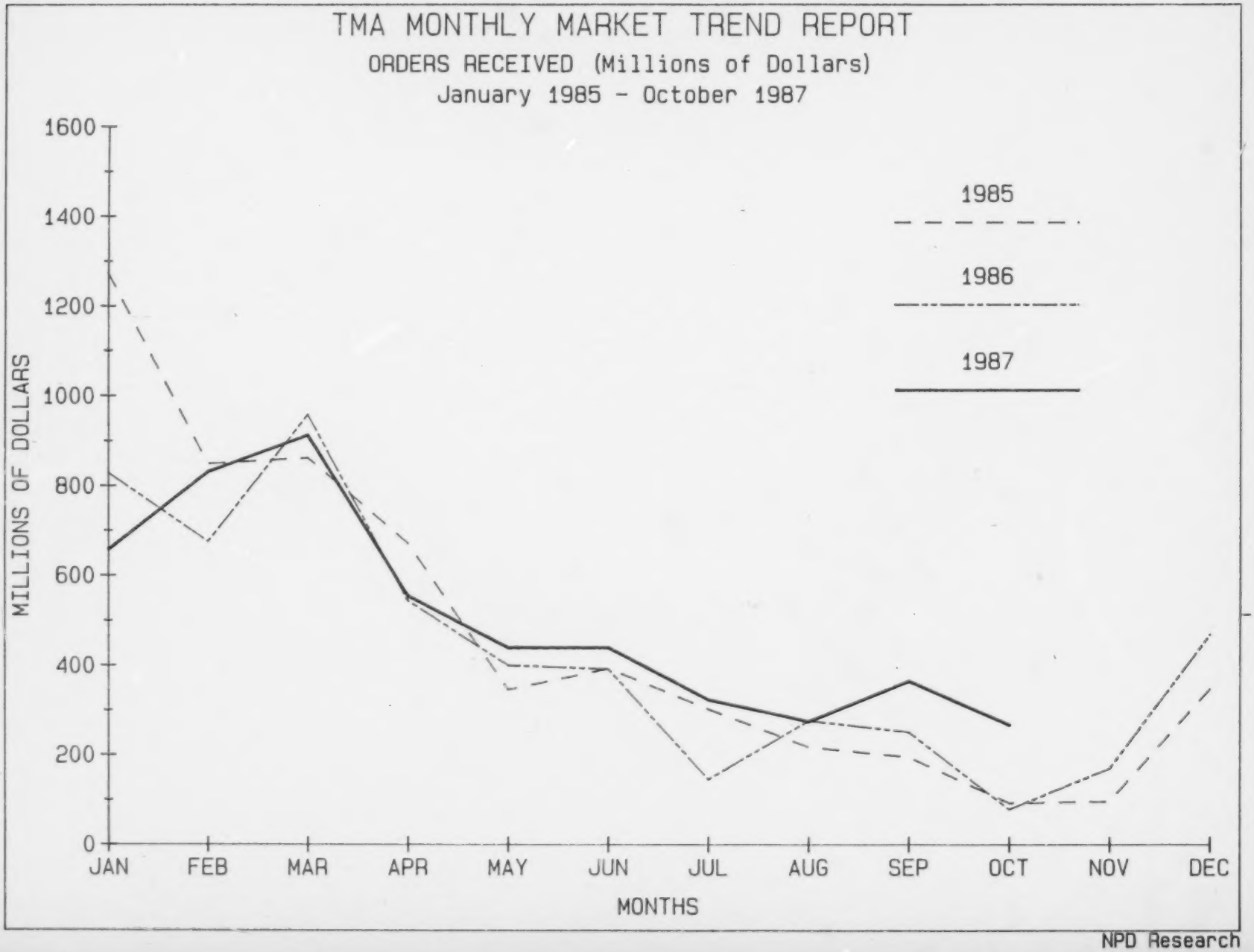
TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - October 1987
1985
1986
1987
MILLIONS OF DOLLARS
1600
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 46 - OCTOBER 1987

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN	X	X
BARR	X	X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY	X	X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS	X	
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	X
PLAYMATE TOYS	X	X
POWER WHEELS		X
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
SKILCRAFT	X	X
STEVEN	X	X
STROMBECKER CORP	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	
AMTOY	X	

NOTE: POWER WHEELS IS NOT PARTICIPATING THIS MONTH